

2^d each or FREE with a bottle of Witch Hazel

THE BIRTH OF WITCH HAZEL



The E. E. DICKINSON CO.
ESSEX, CONN.

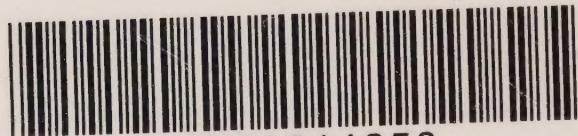
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The Story of
WITCH HAZEL

ONE OF NATURE'S
GREATEST GIFTS

A Few Interesting Episodes
Pertaining to Its Discovery
and a Valuable List of Uses,
Including Suggestions for
Improving the Complexion



THE E. E. DICKINSON COMPANY
ESSEX, CONNECTICUT

[ca. 1932]

FOREWORD

THERE is hardly a household in the country that is not closely acquainted with Witch Hazel. But some are not familiar with all of its possible uses.

We feel that we owe a definite obligation to those who have always insisted on the Dickinson product, and this we can repay only by suggesting ways by which they may get its full benefit.

From an experience of more than sixty-five years, we have gathered from our records some vital and interesting facts regarding the uses of Witch Hazel, a few of which may not be known to you. In addition, we have, after a series of careful laboratory experiments, included a number of valuable suggestions for improving the complexion, simply by the daily use of Dickinson's "Yellow Label" Witch Hazel.

By these new suggested uses the value of Witch Hazel as the one indispensable family remedy has been vastly increased, and we believe you will find the information offered in this booklet interesting and helpful.

In Witch Hazel, as in all other medicines, one should have only the best. When buying Witch Hazel always ask for Dickinson's "Yellow Label."

THE E. E. DICKINSON COMPANY.

The Story of **WITCH HAZEL**

FOR many generations Witch Hazel has been a familiar household remedy; in general use for the relief of sprains, wounds, and aches—to get rid of soreness and stiffness—to reduce inflammation and ease various other pains of humanity. Witch Hazel is one of Nature's great gifts to Mankind—one that has proven a blessed balm to countless sufferers.

Discovered by the Indians

LONG, long before there were white men in America, long before the Mayflower brought the Colonists and founded this great country, Witch Hazel was one of the remedies used by the Indian "Medicine Men." So effective was Witch Hazel in healing wounds and soothing sore muscles that the Indians attributed magic powers to it.

There are few products regarding which so many interesting legends have sprung up and to such an extent that its real origin is almost lost in the mass of traditions with which it is surrounded.

Early Indian Legend

AMONG the many beautiful stories that have come down to us through the centuries is one which links the discovery of Witch Hazel with the primitive life of our early American Indians. As the tale goes, the Indian "Medicine Men," constantly seeking out magic powers with which to heal the wounds and soothe the pains of their people, chanced on the Hamamelis Bush with its golden flowers, from the twigs of which Witch Hazel is made.

They noticed late in the autumn the mysterious blossoming of the bush, which occurred, to their astonishment, after the leaves had fallen and when the branches were

perfectly bare. This striking peculiarity of the shrub, so different from Nature's general rule, led them to believe that the "Great Spirit" had revealed to them a bush that possessed the magic properties for which they sought, so they collected a supply of twigs and boiled them in their caldron. Suddenly the phantom-like form of a beautiful maiden could be seen through the steam above the caldron. This spirit was

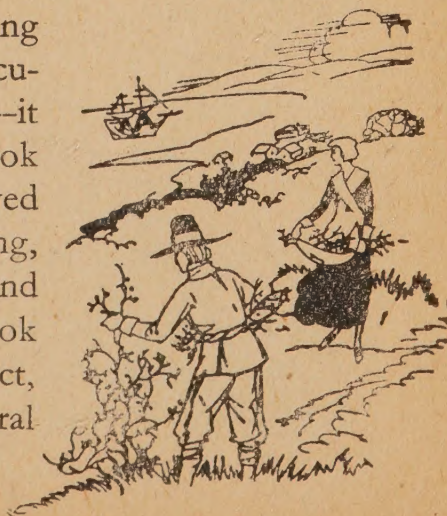


supposed to be in the Witch Hazel, and to her magical aid was credited the results which followed. For with the use of this strange infusion wounds and sores were quickly healed—aches and pains were relieved—burns and bruises were soothed.

Early Settlers Found Many Uses for Witch Hazel

TO the first white settlers in America this simple remedy of the Indians proved a blessing. They soon began to suffer the hardships of a new world in which ills and accidents were many. When their own limited supply of medicine was exhausted they had to turn to the "Medicine Men" for the simple remedies that kept the Indians in health. To their surprise and joy they found in Witch Hazel a more effective and broadly useful remedy than they had ever known.

They learned that as a rubbing lotion it eased pain—relieved muscular soreness and tired, aching backs—it soothed their wounds—quickly took the soreness out of bruises and allayed the inflammation from burns, chafing, etc.—it eased tired feet—softened and healed weather-beaten skins, and took the sting out of insect bites. In fact, Witch Hazel served them as a general



remedy, and was useful in so many ways that then and there were planted the deep roots of that abiding faith in the usefulness of Witch Hazel which the American people have to this day.

A Missionary Commercializes the Indians' Secret



IN the early part of the nineteenth century, Mr. Hawes, a missionary to the Indians, being familiar with the Indians' uses of Witch Hazel and the legends concerning it, made an exhaustive study of the healing properties of a distillation made from the twigs. By numerous experiments he demonstrated that its medicinal value was, indeed, a fact. From that time the manufacture and sale of Witch Hazel has been carried on.

The Start of a Great Business

IN 1866 Mr. Dickinson began the manufacture of Witch Hazel in Essex, Connecticut, with the fixed idea of producing a product of the greatest possible purity and

strength. From the very beginning his Witch Hazel became known as Dickinson's "Yellow Label." His first advertisement announced that this Witch Hazel was "Double Distilled—Not Double Diluted," and this slogan has never been departed from.

The Dickinson Standard

"Double Distilled—Not Double Diluted"

MR. DICKINSON had definite ideas as to quality, and that slogan announced in 1866 was the cornerstone on which the business of The E. E. Dickinson Company has been built. That policy of highest quality and strength has never been varied. It is as true today as it was then. And today, throughout this country and many foreign lands, the name DICKINSON is the final word on Witch Hazel—the absolute guarantee that serves as a guide and a protection to the public.

To appreciate why this is so, be sure to read the description of "HOW HIGH QUALITY WITCH HAZEL IS MADE" on pages 14 to 16. It is not only very interesting, but it contains important facts which every user of Witch Hazel ought to know.



THE CARE OF THE SKIN

THE first step toward good looks, in man or woman, is a smooth, healthy complexion. Every skin needs daily care. Ordinarily a simple routine of cleansing and softening is sufficient, with a little extra care after travelling by train or motor, or unusual exposure to wind or sun. But particular skin conditions such as oiliness, etc., need careful attention, if the trouble is to be corrected.

For years Dickinson's Witch Hazel has been recognized as an essential in the beauty salon. A brief list of the commoner uses are now offered you.

Complexion: A wonderfully effective clay pack for cleansing is quickly made by using two heaping tablespoons of Kaolin (obtainable at any drug store) moistened with enough Dickinson's Witch Hazel to make a paste the consistency of whipped cream. Spread this over the face and neck and leave on until it dries. Wash it off. Then apply Witch Hazel to close the pores and tone the skin. Repeat once a week, but apply Witch Hazel twice daily. This is an inexpensive beautifier and good effects are visible after the very first treatment.

Base for Make-up: Use 8 ounces of Witch Hazel in which a half-teaspoonful of boric acid has been dissolved, and add a half-teaspoonful of glycerine. Apply solution and allow to dry, for an ideal powder base.



Blackheads : Apply beauty clay made with equal parts Witch Hazel and peroxide, and enough Fuller's earth to make smooth, creamy paste. After about ten minutes, or when the clay has dried, remove, using Witch Hazel, and then bathe face thoroughly with Witch Hazel by means of a soft cloth.

Enlarged Pores : Prepare a lotion by dissolving one dram of boric acid in 8 ounces of Witch Hazel. Bathe the face nightly in warm water to which a little Witch Hazel has been added. Dry with a soft towel. Then take a piece of soft linen or a bit of absorbent cotton and apply the lotion. Refrain from the use of cosmetics during this treatment.

Oily Skins : After application of a good cleansing cream (preferably Dickinson's Witch Hazel Cream), use a skin tonic two or three times a week. This may be made by dissolving a teaspoonful of boric acid in a half-pint of Witch Hazel. In addition, bathe face two or three times daily with plain Witch Hazel.

Perspiration : If your face perspires, use Witch Hazel several times daily.

Softening : For rough skin or chapped hands, make a paste of one pint of Witch Hazel in which a teaspoonful of boric acid has been dissolved and enough powdered milk to form creamy paste. This will also work wonders with dry pimples, and tends to refine and lighten the skin.

Wrinkles : Wrinkles and other large lines may be modified by use of a face lotion consisting of a teaspoonful of boric acid to a pint of Witch Hazel. Apply twice daily with a brisk massage.

Witch Hazel Has a Broad Field of Usefulness

DICKINSON'S "Yellow Label" Witch Hazel, being absolutely pure, is a perfectly safe general family remedy. As an external lotion it may be applied freely, without danger of the slightest irritation or harm.

A few of its many uses, some of which may be new to you, are described on the following pages ;

Abrasions and Scratches : Use hot water freely for cleansing, then apply compress, keeping wet with applications of Witch Hazel.

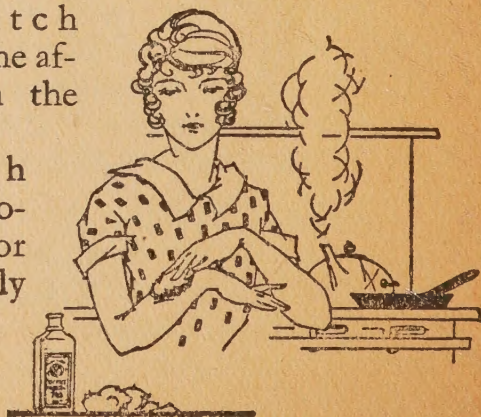
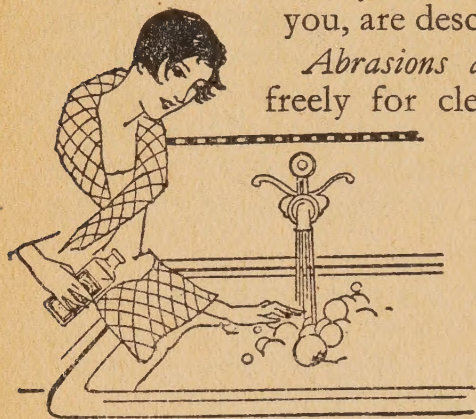
Backache : For muscular stiffness and soreness caused by exercise or physical exertion, rubbing the back hourly with pure undiluted Witch Hazel gives wonderful relief.

Bathing : Witch Hazel sweetens the bath and relieves fatigue. Used in the baby's bath, it assists in avoiding rashes and minor skin irritations.

Blisters : Should be covered with cold compresses of Witch Hazel to reduce irritation and inflammation.

Bruises and Bumps : Witch Hazel should be applied to the affected parts immediately, in the form of cold compresses.

Burns and Scalds : Witch Hazel is very helpful and promotes healing in cases of minor burns and scalds. It quickly soothes pain.



Chafing : Bathe the affected parts frequently with Witch Hazel, and the irritation will speedily be relieved.

Chilblains and Frostbite : Bandage the parts with a compress and keep constantly wet with Witch Hazel.

Cuts and Wounds : Bathe quickly with Witch Hazel after cleansing the part. Bandage and keep wet with Dickinson's Witch Hazel to assist healing. In severe cases see your doctor immediately.

Deodorant : Witch Hazel should always be used after bathing, especially under the arms. It closes the pores and removes odors of perspiration. As a general body rub, it is invigorating and refreshing.

Earache : Drop three or four drops of Witch Hazel into the affected ear to help relieve the pain.

Eye Wash : Bathe eyes carefully with a solution of half Witch Hazel and half cold water, or use soft compress wet with Witch Hazel.

Feet (tired, burning) : Witch Hazel quickly takes out the burn and sting so common during the heat of summer. It cools and soothes tired, overworked feet.

Headache : Rub Dickinson's Witch Hazel on the forehead and temples, then apply a cloth wet with Witch Hazel and allow it to remain on several minutes. This will often relieve even a stubborn headache.

Internal Baths : Witch Hazel is advised for a variety of toilet purposes. Ladies will find useful for internal baths a solution of half Witch Hazel and half warm water.



Mosquito Bites and Insect Stings : May be relieved by applying Dickinson's Witch Hazel. In sections where mosquitoes abound, one may be protected from the pests by rubbing Witch Hazel on the neck, face, and hands.

Witch Hazel sprinkled on the pillows will keep mosquitoes away at night.

Mouth Wash and Gargle : Witch Hazel used as a mouth wash morning, noon and night is excellent for the gums. It assists in keeping the mouth sweet and clean. Used after smoking, it removes tobacco odor.

Muscular Stiffness and Soreness : Use Witch Hazel as a rubbing lotion promptly after all unusual physical exertion. Athletes use it after exercising for stiffness and soreness.

Piles : The soothing properties of Dickinson's Witch Hazel are exceptionally effective in cases of minor external rectal irritations. A piece of absorbent cotton or soft cloth should be moistened with Witch Hazel and applied night and morning. Hold in place with a bandage.

Pink Eye : May be greatly relieved by bathing with Witch Hazel diluted in hot water.

Poison Ivy : Make a paste of Witch Hazel and bicarbonate of soda and apply two or three times daily. This relieves the burning, itching sensation, aids in drying the blisters and retards spreading.



Shampoo : As a rinse after a shampoo Witch Hazel removes traces of soap and leaves the hair soft, sweet, and clean. In a shampoo after a permanent wave if Witch Hazel is used before combing out the hair, it will help set the wave and assist in quicker drying of the hair.

Shaving : Witch Hazel is a universal after-shaving lotion, unsurpassed for its soothing, healing qualities and will speedily reduce facial irritations caused by the razor blade. A hot towel soaked in Witch Hazel, then applied to the face and left on for five minutes is wonderfully exhilarating and soothing.

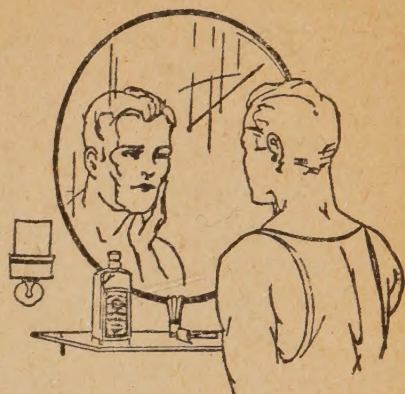
Skin Tonic : Witch Hazel used as a rubbing lotion or in the bath has a refreshing effect on the skin and will help keep it in a healthy condition. In many cases of fatigue and general weariness a warm bath followed by a brisk Witch Hazel rub all over the body will have a surprising tonic and invigorating effect.

Sprains : Apply Witch Hazel and rub gently. Bandage the part and keep wet with Dickinson's Witch Hazel to reduce inflammation and ease the pain.

Sores and Minor Lacerations : Apply Witch Hazel freely after cleansing part. Bandage and keep constantly wet with Dickinson's Witch Hazel.

Sunburn : Apply Witch Hazel with cotton or gauze, and repeat frequently until soreness is relieved.

Swellings : Witch Hazel acts as an astringent and lends to prompt reduction of the swelling.



HOW HIGH QUALITY WITCH HAZEL IS MADE

TO a great many people Witch Hazel is just Witch Hazel. They do not know that probably no other drug varies so greatly in effectiveness, depending upon the care with which it is prepared. Hence it is very important to know something about the manufacture of Witch Hazel in order to appreciate how you protect yourself when you insist on having Dickinson's Witch Hazel.

FIRST: *The quality depends on the kind and size of bush.*

The Witch Hazel bushes found in the vicinity of Essex, Connecticut, are of the finest quality and these bushes are used in the distillation of Dickinson's Witch Hazel. To further insure the quality, the twigs that are used are carefully selected for size and freshness.

SECOND: *The best Witch Hazel can be extracted only during a certain few months of the year.*

A distillation of maximum strength can be obtained only from blossoming twigs. For this reason Dickinson's Witch Hazel is distilled in the late fall and winter months. The Witch Hazel shrub blossoms late in the fall, after the leaves have fallen, and the strongest Witch Hazel is obtained from twigs bearing a pale yellow flower.

THIRD: *The water used must be absolutely clean and pure.*

The Dickinson Company in distilling Witch Hazel, uses chemically tested water—absolutely pure—obtained from an Artesian Well.

FOURTH: *Alcohol must be added as a preservative and must be pure. Extracts containing poisonous wood alcohol or denatured spirits are harmful and inferior and should not be used.*

In accordance with government standards, Dickinson's "Yellow Label" Witch Hazel is pure.

FIFTH: *To obtain Witch Hazel of maximum strength, and purity, the extract must be distilled and redistilled and come to you full strength—not diluted.*

The Dickinson Company have their own exclusive process of redistillation in partial vacuum which draws from the bush the maximum of strength and medicinal properties. The extract is distilled and redistilled until the Witch Hazel comes out water-white, clean, clear, and sparkling. It contains no precipitates or colour of any kind.

SIXTH: *From the still to the barrel or to the bottle the handling of the distillate must be absolutely clean, sanitary, and free from any possible contamination.*

This means extra care and extra expense. It also means unusual precautions—precautions that will be neglected by the manufacturer who cares only about profits, and whose only selling argument is "Price."

At every single point in the manufacture of Dickinson's extract the most rigid rules for keeping the distillate absolutely clean and sanitary are in force. This means that when you put Dickinson's Witch Hazel on a wound, abrasion, irritated or inflamed skin, or use it as a mouth wash or gargle, you know that you are perfectly safe in doing so because it is absolutely pure Witch Hazel.

The World's Largest and Finest Plant for the Manufacture of Witch Hazel

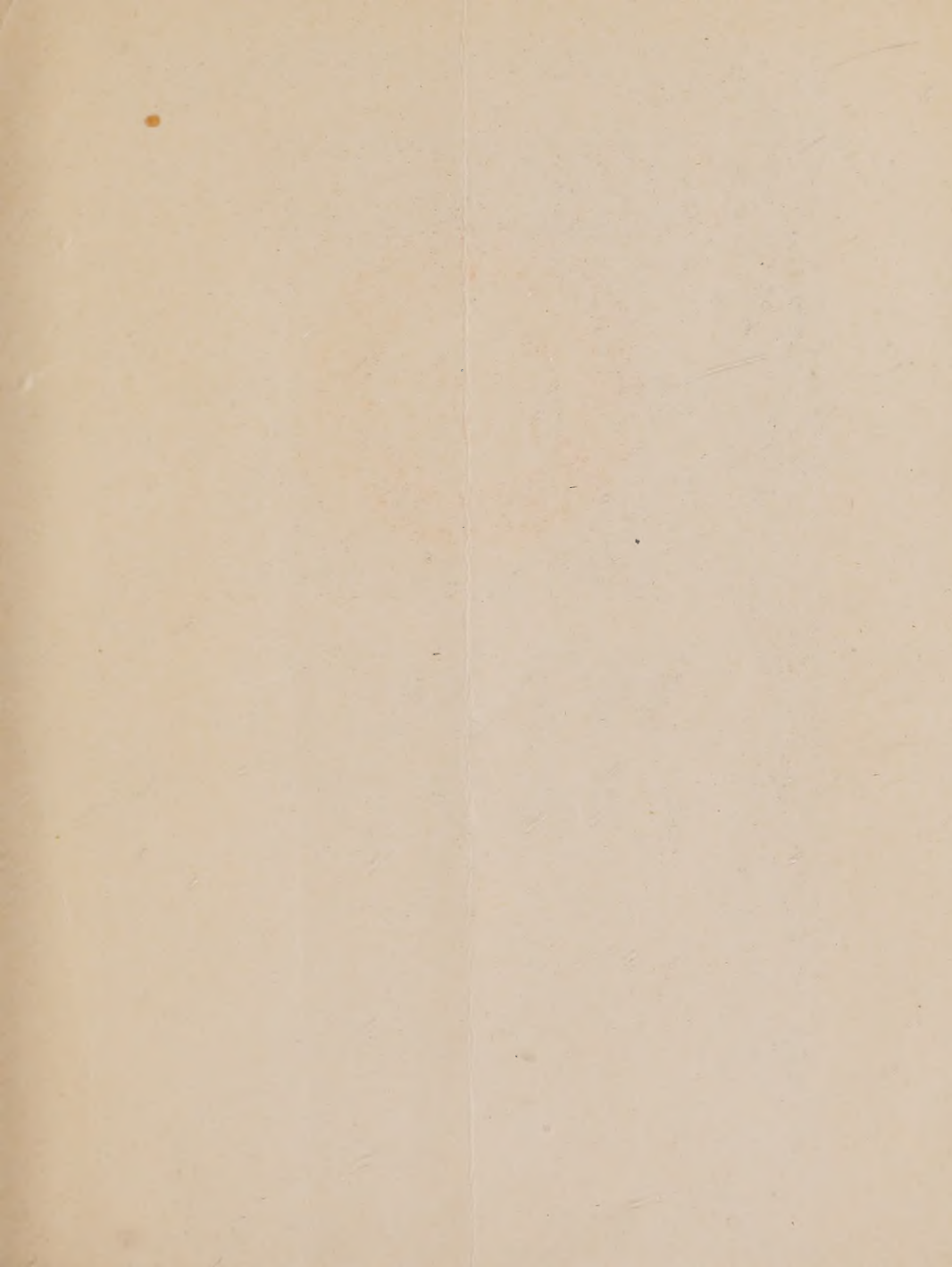
FOR generations Witch Hazel has been regarded highly and its good name and virtues have been maintained by the E. E. Dickinson Company by every means that advanced scientific methods of production make possible. Today the Dickinson Plant (operated by the third generation of Dickinsons) is the world's largest, best equipped, and most efficient plant for the manufacture of Witch Hazel in quantity as well as quality.

Where the Greater Portion of All the Witch Hazel in the World is Made

THE E. E. Dickinson Company's production of Witch Hazel runs into millions of bottles every season. They are now making not only the greater part of all the Witch Hazel used in this country, but in addition are exporting large quantities to other lands.



This immense business has resulted from the sound policy of always keeping faith with the public. It is a tribute to the good sense of the American people who, when they know the facts, always want the best and never knowingly accept a poor substitute for the genuine article.



DICKINSON'S



WITCH HAZEL

ALCOHOL 14% ABSOLUTE

**A VALUABLE LOCAL REMEDY
INDICATED FOR THE RELIEF OF CUTS,
WOUNDS, SPRAINS, BRUISES, BURNS, ETC.
ALSO USED AS GARGLE AND LOTION.**